

1005150649

Various editorial and feature comments followed the June 19th and July 9th stories.

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NEWS

Buffalo, N.Y.
June 22, 1963

Smoking and the Young

The Tobacco Institute, representing some 98% of the trade, announced this week the industry's decision to discontinue its college advertising and promotional activities. That followed by a day the Canadian tobacco industry's decision to restrict TV tobacco commercials to the period following 9 PM, "to keep youngsters from getting the idea that smoking is the thing to do."

And down in Atlantic City the House of Delegates of the American Medical Association, while still hesitating to endorse any findings on the interconnection between smoking and the incidence of lung cancer, did assert the A.M.A.'s "duty" to point out to young people the possible harmful effects of tobacco and disseminate these facts in the schools.

It is reported, too, on Madison Avenue that the industry is considering a self-regulatory code which, among other things, would cut out the use of athletes in smoking ads. Once again the motive is clear, to avoid presenting imitable idols of the young as smokers—as many of those who pose for the ads, in fact, are not.

Every one of these announcements, from our own and the Canadian industry, as well as the medical profession, is a step in the right direction — public awareness of the health hazards of smoking; and in the right area—among those not yet caught up in the habit. In the public arena there is as yet no clearly established case of the relation of smoking not only to lung but all respiratory cancer, or circulatory disease, but in mid-1963 it is very hard to find the heart or cancer researcher who is not himself pretty thoroughly convinced.

Yet no one in this country is prepared for any sort of prohibition, or even castigation either of industry or smokers themselves. Raleigh's discovery has far too long been a perfectly acceptable social practice.

The line being drawn here for the present is against the active propagation of the habit.

COURIER

Madison, Ind.
June 24, 1963

EXCHANGE TABLE

Cigarettes
On Campus

—Des Moines Register

THE MAJOR cigarette manufacturers deserve praise for their reported decision to stop promoting the sale of cigarettes to college-age youths.

Cigarette advertising has been a source of revenue to student publications, athletes who share in the money from sales of football programs carrying cigarette advertising and those college youths hired by tobacco companies to give away sample packages of cigarettes.

The college youths who have benefited directly or indirectly from cigarette promotional activities will regret the loss of income. They also won't be happy about the implication in the new tobacco company policy that they are not mature enough to make their own decision on whether to smoke cigarettes without being influenced by advertising and promotion.

The parents who don't want their children to follow their own examples and become cigarette addicts will welcome the new policy for two reasons. One is the rather forlorn hope that there will be a little less incentive for youngsters to start smoking.

The other reason is that this new policy implies recognition by the tobacco companies that it isn't a good idea for college-age youths to start smoking. The tobacco makers contend that the alleged health hazard in cigarette smoking has not been proved, but by eliminating their selling appeals to college-age youth they seem to be accepting the view that there might be some danger.

HERALD

Decatur, Ill.
June 29, 1963

COLLEGE ADS DROPPED

The public in general welcomes a decision by most of the major cigarette manufacturers to stop advertising in college newspapers, magazines, football programs and other campus publications.

The decision has been confirmed by George V. Allen, president of the Tobacco Institute, who says the industry has always taken the position that smoking is an adult custom.

Tobacco company advertising that leaves the impression outstanding young sportsmen are cigarette smokers should be discouraged. It may be true that some young athletes smoke, but credit for their success should not be attributed to smoking.

While Allen declined to specify the number of companies that will drop campus cigarette advertising, it was understood on good authority that most of the major companies are involved.

Allen said nothing about lung cancer or heart disease; nor could the Tobacco Institute's decision be interpreted as a method by which it hopes to protect the young from possible harm from smoking. The tobacco industry contends that no direct link between smoking and diseases has been proved.

The Tobacco Institute's decision came at a time when Canadian tobacco manufacturers have decided to shift their cigarette commercials to the late evening hours on television and radio so as to "keep youngsters from getting the idea that smoking is grown up and the thing to do"—in the words of John H. Devlin, president of Rothmans of Pall Mall and its affiliate, Rock City Tobacco.

Also, on Madison Avenue in New York it was reported that several tobacco companies are considering a code of self-regulation that, among other things, would eliminate athletes from cigarette ads.

It should be the policy of every parent, guardian or teacher to direct young people along a path that will be best for their health and welfare. There are mixed feelings about the question of smoking, and as long as there are the wisest action for youths may be to avoid the practice.

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